

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Previously Presented) A multiple exchange instance, comprising:  
a plurality of exchanges; and  
a common instance for implementing the exchanges, the exchanges sharing a set of common components and each exchange having a respective view having respective unique components, wherein the common instance comprises a database divided into a plurality of sub-schemas, and wherein each of the exchanges is singularly associated with and implemented within a respective one of the plurality of sub-schemas providing a respective partial view of the common instance, and wherein each of the exchanges is allocated to a different merchant.
2. (Previously Presented) The multiple exchange instance of Claim 1 wherein the multiple exchanges are implemented within the common instance and wherein the common instance facilitates communication between a first exchange of the exchanges and a second exchange of the exchanges.
3. (Previously Presented) The multiple exchange instance of Claim 1 wherein the multiple exchanges each have a respective operator, and wherein the multiple exchange instance allows each operator to perform input/output using the common components to perform the input/output for each of the respective multiple exchanges.
4. (Original) The multiple exchange instance of Claim 3 wherein the input/output comprises an authentication operation for each of the exchanges.

5. (Original) The multiple exchange instance of Claim 3 wherein the common input/output comprises a catalog content input operation for each of the exchanges.

6. (Original) The multiple exchange instance of Claim 3 wherein the common input/output comprises a registration operation for each of the exchanges.

7. (Original) The multiple exchange instance of Claim 1 wherein the multiple exchanges are configured to use communication protocols to communicate with processes external to the common instance.

8. (Original) The multiple exchange instance of Claim 7 wherein the communication protocol is XML (extensible markup language).

9. (Original) The multiple exchange instance of Claim 1 wherein the common instance is implemented using a database program running on one or more computer systems.

10. (Currently Amended) A computer-readable storage medium having stored thereon instructions for causing at least one processor to perform a [[A ]]method for a multiple exchange instance implemented on a server computer system utilizing said at least one processor, the server computer system including a processor coupled to a computer readable memory, the memory containing computer readable instructions which when executed by the processor implement a the method comprising the steps of:

a) defining a common instance using a common schema that defines a database;

b) slicing the common instance into a plurality of exchanges, wherein the common instance is divided into a plurality of sub-schemas, and wherein each of the exchanges is singularly associated with and is implemented within a respective one of the plurality of sub-

schemas providing a respective partial view of the common instance and wherein each of the exchanges is allocated to a different merchant;

- c) implementing a common support architecture for the exchanges;
- d) implementing efficient communication between a first exchange of the exchanges and a second exchange of the exchanges using the common support architecture; and
- e) presenting a custom view of the exchanges to respective operators of the exchanges.

11. (Currently Amended) The computer-readable storage medium method of Claim 10 wherein the exchanges share a set of common components within the common support architecture and wherein the custom view has respective unique components.

12. (Currently Amended) The computer-readable storage medium method of Claim 10 wherein said implementing efficient communication includes implementing the multiple exchanges ~~are implemented~~ within the common instance for facilitating communication between the first exchange and the second exchange.

13. (Currently Amended) The computer-readable storage medium method of Claim 10, wherein the method further comprises ~~further comprising~~ the step of:

performing input/output using the common components for each of the multiple exchanges, the input/output performed by the respective operators.

14. (Currently Amended) The computer-readable storage medium method of Claim 13 wherein the input/output comprises an authentication operation for each of the exchanges.

15. (Currently Amended) The computer-readable storage medium method of Claim 13 wherein the common input/output comprises a catalog content input operation for each of the exchanges.

16. (Currently Amended) The computer-readable storage medium method of Claim 13 wherein the common input/output comprises a registration operation for each of the exchanges.

17. (Currently Amended) The computer-readable storage medium method of Claim 10 wherein the exchanges are configured to use communication protocols to communicate with processes external to the common instance.

18. (Currently Amended) The computer-readable storage medium method of Claim 17 wherein the communication protocol is XML (extensible markup language).

19. (Currently Amended) The computer-readable storage medium method of Claim 10 wherein said defining includes implementing the common instance is implemented using a database program.

20. (Previously Presented) A multiple exchange instance, comprising: a plurality of exchanges; and

a common database for implementing the exchanges within a common schema, the exchanges sharing a set of common components and each exchange having a respective view having respective unique components, wherein the common schema is divided into a plurality of sub-schemas, and wherein each of the exchanges is singularly associated with and is implemented within a respective one of the plurality of subschemas providing a respective partial view of the common schema, and wherein each of the exchanges is allocated to a different merchant, and wherein the exchanges each have a respective operator, allowing an operator to

perform input/output using the common components to perform the input/output for each of the exchanges.

21. (New) The multiple exchange instance of claim 20, wherein the multiple exchange instance provides registration for a group of exchanges simultaneously.